



ABC Update April 2012

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Vouchers and Coupons for Alcohol Sales

Many businesses are taking advantage of new coupon marketing companies such as Groupon, Living Social and Half-Off Deals. While these sites are great for promotions, licensees need to be aware that selling coupons and or vouchers for alcohol sales are not permitted.

While gift cards and gift certificates for alcoholic beverage sales are permitted, (See, KRS 244.105, 804 KAR 1:120, Section 3), rebate coupons by all retailers (drink and package sales) are prohibited. Only producers of alcoholic beverages are permitted to advertise by use of rebate coupons for off-premise consumption, which applies to package sales, (See, KRS 244.461(1), 804 KAR 1:120, Section 4). Had the legislature intended to permit retailer coupons, they would have listed retailers in KRS 244.461(1).

A "coupon" is a detachable certificate that entitles the customer to a discount on a purchase. A customer who uses a discounted gift certificate gets a discount on the purchase of alcoholic beverages since he can buy a gift certificate for a reduced face value. As such, the Department views a discounted retailer gift certificate is merely a retailer rebate coupon. This is in violation of KRS 244.461 since a consumer receives a purchase discount on alcoholic beverages by use of the certificate. As such, the Department believes that discounted gift certificates violate KRS 244.461(1), and any advertising of such promotions violates 804 KAR 1:100 Section 8.

If you have any questions on promotions you are considering, please call our office.

New ABC Online Features

Visit our website, <http://abc.ky.gov> for new interactive features. Licensing now offers Brand Registration Look Up allowing anyone to see what brands of malt beverages are registered in Kentucky.

Also, those interested in S.T.A.R. training can now enroll in a class through our website. ABC now offers Online License Lookup as well as Brand Registration Lookup.

You can find these tools by selecting online services and by visiting ABC Licensing and Education pages.

ABC Investigators Receive Citations from Lexington Fayette Division of Police

Tuesday, March 6, Director of Enforcement Mike Razor attended the Lexington Division of Police Awards Banquet with Commissioner Dehner, Investigator Steve Newell and Investigator Ian Thurman. The Division of Police recognized Investigator Supervisor Steve Peyton and Investigators Newell and Thurman for their actions while conducting details in and around Lexington. As Steve Newell and Ian Thurman ascended to the stage, Officer Don Evans (retired) read the citation accompanying the awards. Their actions depicted the Alcoholic Beverage Control Enforcement Division as a professional and dedicated organization.

Director Razor said, "Again, it was a real honor not only watching these ABC Investigators receive such an award, but to hear what high esteem the law enforcement community holds the ABC."

Upcoming Local Option Elections and Recent Election Results:

March 6-City of London voted NO to regular wet status.

March 13- A Local Option Election will be held in the F105 precinct in Oldham County.

April 3-A Local Option Election will be held in the A102B precinct in Madison County.

S.T.A.R. Training Dates

Below are upcoming dates for the Server Training in Alcohol Regulations. In addition to responsible sales and service training, we cover Kentucky-specific statutes and regulations, individual liabilities and fake IDs. Class time is four hours. **Keep up with class changes and additions at <http://abc.ky.gov>.**



04/03/2012	9:00AM	Ramada Conference Center	Louisville	Jefferson
04/03/2012	9:00AM	Ramada Conference Center	Lexington	Fayette
04/14/2012	7:00AM	Ramada Conference Center	Louisville	Jefferson
04/14/2012	9:00AM	Ramada Conference Center	Lexington	Fayette
04/16/2012	5:00PM	Kentucky Alcoholic Beverage Control	Frankfort	Franklin
04/16/2012	5:00PM	Cigar Factory Mall	Owensboro	Daviess
04/17/2012	9:00AM	The Arena	Corbin	Whitley
04/17/2012	9:00AM	Pritchard Community Center	Elizabethtown	Hardin
04/21/2012	7:00AM	Ramada Conference Center	Louisville	Jefferson
04/23/2012	6:00PM	Ramada Conference Center	Louisville	Jefferson
04/23/2012	9:00AM	Cave City Convention Center	Cave City	Barren
04/24/2012	5:00PM	Ramada Conference Center	Lexington	Fayette
04/30/2012	9:00AM	City Hall	Paducah	McCracken
05/01/2012	9:00AM	Ramada Conference Center	Louisville	Jefferson
05/01/2012	9:00AM	Ramada Conference Center	Lexington	Fayette
05/07/2012	9:00AM	Houchen's Industries, Inc	Bowling Green	Warren
05/07/2012	9:00AM	Kentucky River ADD/Perry Park	Hazard	Perry
05/08/2012	9:00AM	City Hall	Manchester	Clay
05/08/2012	9:00AM	Inter-County Energy Co-op	Danville	Boyle
05/12/2012	9:00AM	Ramada Conference Center	Lexington	Fayette
05/14/2012	9:00AM	Kentucky Alcoholic Beverage Control	Frankfort	Franklin
05/14/2012	9:00AM	Cigar Factory Mall	Owensboro	Daviess
05/15/2012	9:00AM	Pritchard Community Center	Elizabethtown	Hardin
05/21/2012	6:00PM	Ramada Conference Center	Louisville	Jefferson
05/22/2012	5:00PM	Ramada Conference Center	Lexington	Fayette
05/22/2012	9:00AM	Florence Government Center	Florence	Boone
06/05/2012	9:00AM	Ramada Conference Center	Louisville	Jefferson
06/05/2012	9:00AM	Ramada Conference Center	Lexington	Fayette
06/11/2012	5:00PM	Kentucky Alcoholic Beverage Control	Frankfort	Franklin
06/11/2012	5:00PM	Cigar Factory Mall	Owensboro	Daviess
06/12/2012	9:00AM	Pritchard Community Center	Elizabethtown	Hardin
06/16/2012	9:00AM	Ramada Conference Center	Lexington	Fayette
06/18/2012	6:00PM	Ramada Conference Center	Louisville	Jefferson
06/18/2012	9:00AM	Jenny Wiley SRP	Prestonsburg	Floyd
06/19/2012	9:00AM	Hampton Inn	Hopkinsville	Christian
06/24/2012	12:30PM	Curris Center	Murray	Calloway
06/25/2012	9:00AM	Health and Civic Center	Mount Sterling	Montgomery
06/26/2012	5:00PM	Ramada Conference Center	Lexington	Fayette
06/30/2012	9:00AM	Kentucky Alcoholic Beverage Control	Frankfort	Franklin
06/30/2012	9:00AM	2010-2011 Holding Class	Frankfort	Franklin